

PATENT ABSTRACTS OF JAPAN

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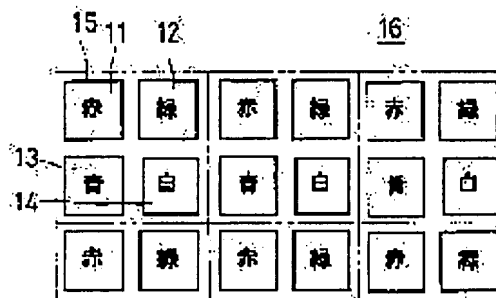
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(54) LIQUID CRYSTAL DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To select a proper display method for the liquid crystal display device using color filters according to its use environment.

SOLUTION: To make displays of red, green, and blue by the pixels of the liquid crystal display device, a red filter 11, a green filter 12, and a blue filter 13 are formed at a color filter display part 16, respectively. One pixel 15 further includes a white display part 14 and a plurality of pixels 15 are arranged in matrix to display a color image. The white display part 14 can select the white display, gray display, or black display according to the use environment. When the white display is made, the luminance becomes high, so sufficient luminance can be obtained even if the power consumption is made small by lowering the luminance of a back light. When the gray display or black display is made, the contrast and color reproducibility can be held excellent.



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